

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 7, 1997

 **E-Mail**

D. P. Fitzgerald

1998 SUPERMARKET PACKAGE PROMOTIONS

Dear Don:

Listed are allocation needs for Region 16XX Supermarkets beginning with 2nd Quarter 1998 promotions:

<u>Chain name</u>	<u>CID #</u>	<u>#/ Stores</u>	<u>#/ SKUs Per Store</u>	<u>Salem</u>	<u>Doral</u>	<u>Winston</u>
TOPS	4027-01-00	68	2		X	
FINAST	4027-03-00	44	2		X	
VIX	4027-06-00	11	2		X	
BI-LO	0997-XX-XX	70	2	X	X	X
BIG BEAR	1007-00-00	83	2	X	X	X
QUALITY	1413-00-00	43	2	X	X	X
P & C	0939-00-00	65	2	X	X	X
INSALACO	3080-00-00	29	2	X	X	X

Thanks for your help and if you need additional information, please contact me.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

L. E. MacWilliams
F. Natale
B. Roth
R. Duszynski
D. Keeney
S. Reid

51852 8030